Component 1 Organisations & Destinations

Key Vocabulary

- Tourism
- Tour Operators
- Travel Agents
- Tourism promotion
- Ancillary services
- Visitor attractions
- Visitor profile
- Transport operator
- Conservation
- Sustainability
- Marketing
- Global
- City
- Ownership

Assessment Overview

Component 1 – Task 1A: Different types of organisation in the T&T sector – ownership, aim, products and services.

Outcome: Demonstrate an understanding of the UK T&T industry

Component 1 –Task 1B: How different types of T&T organisations may work together.

Outcome: Demonstrate an understanding of the UK T&T industry.

Component 1 – Task 2: Consumer technologies in T&T.

Outcome: Demonstrate an understanding of the UK T&T industry.

Component 1 – Task 3A: Popular tourist destinations for visitors

Outcome: Explore popular visitor destinations.

Component 1 – Task 3B: The suitability of different travel routes for visitors.

Outcome: Explore popular visitor destinations.

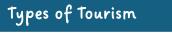| Identify	Describe	Explain
Name or characterise a feature	Give a detailed account, say what it's like	Set out purposes or reasons for, say why
Compare	**Assess**	**Evaluate**
Identify similarities and differences	Make a clear judgement	Review your evidence and give your opinion.

Types of Tourism

Tourism	a trip away from home for one night or more
Domestic	taking holidays and trips inside your country of residence
Inbound	visitors from overseas coming into the country
Outbound	tourists leaving their country to travel to another

Focus	Explanation	Example
Products	An object/thing to be used/owned. Can be returned. Usually a one-off purchase.	Accommodation, attractions, transport services, travel packages
Services	An activity or benefit, something you do. Can be cancelled, can be recurring.	Guided tours, local cuisine
Public Sector organisations	Funded/owned by central, local or regional government. <u>Aim</u> to provide a valuable service	Visitor Information Centres, tourist boards, museums, parks.
Private sector organisations	Owned/controlled by private individuals. <u>Aim</u> to make a profit	Travel agencies, visitor attractions, accommodation & transport providers,
Voluntary sector organisations	Owned/run by trustees, funded by grants, fundraising, donations. <u>Aim</u> to create social impact/ service, eg conserving environment	Charities and trusts, ancient monuments, nature reserves, heritage railways
Consumer Technologies	Technology used by consumers (within the T&T sector)	Websites, apps, webcams, touch screens, AI or VR.
Tourism Partnerships	Mutual benefits – promote each other, share resources, joint marketing/advertising, joint employee incentives. Reasons to work together include: increased sales, shared ideas, improved image, cutting costs, improving products & services	Virgin Trains work in partnership with Uber the online taxi booking service. Windermere Lake Cruises working with hotels/guest houses, offering % discount on tickets

Key Vocabulary

Component 2 Customer Needs in T&T

Assessment Overview

Component 2 – Task 1A: How organisations identify customer needs.

Outcome: Demonstrate an understanding of how organisations identify customer needs and T&T trends

Component 2 –Task 1B: How organisations identify T&T trends

Outcome: Demonstrate an understanding of how organisations identify customer needs and T&T trends

Component 2 – Task 2: How T&T organisations meet customers' needs

Outcome: Recognise how the needs & preferences of T&T customers are met.

Component 2 – Task 3A: Meeting the needs & preferences of customers

Outcome: Recognise how the needs & preferences of T&T customers are met.

Component 2 – Task 3B: Meeting the needs & preferences of customers

Outcome: Recognise how the needs & preferences of T&T customers are met.

Focus	Explanation	Example
Primary Market Research	+ -	Questionnaires, surveys, interviews, focus groups
Secondary Market Research	+ -	Online materials, company materials, magazines
Travel trends		

Identify	Describe	Explain
Name or characterise a feature	Give a detailed account, say what it's like	Set out purposes or reasons for, say why
Compare	**Assess**	**Evaluate**
Identify similarities and differences	Make a clear judgement	Review your evidence and give your opinion.

Component 3 Influences on Global T&T

Factors that Influence Global T&T

Economic £
Recession, employment levels, value of currency (eg £ v $), fuel costs

Political
Legislation/regulations, trade, taxes, war/civil unrest, passports/visas

Natural Disasters
Earthquakes, volcanoes, tsunami

Severe Weather Event
Flooding, fires, drought, hurricanes

Media, Publicity & Image
Newspapers, online reviews, film/TV

Safety & Security concerns
Theft, accidents, getting lost

Health Risks & Precautions
Disease & illness eg malaria, cholera

Responses To Factors
Private Response -T&T organisations
Adapt & develop products & services review destinations & price structure, looking after customers
Public Response -Government
Provide, promote, encourage & improve infrastructure & security
Voluntary Response
Promoting & raising awareness of sustainability & conservation

B : Impact of T&T and Sustainability

Economic Impacts

Negative	Positive
Low-paid jobs	Employment opportunities
Seasonal Unemployment	Training and education
Increased cost of living	Contribution to taxes & GDP

Social Impacts

Negative	Positive
Disruption to everyday life	Improved quality of life
Loss of culture & traditional lifestyle	Improved transport & infrastructure
Resentment towards visitors	Access to facilities

Environmental Impacts

Negative	Positive
Loss of habitat & wildlife	Protection of wildlife
Traffic congestion	Environmental education
Increased pollution: noise, air, water	Urban renewal & reuse of traditional buildings

C: Destination Management

Emerging Destinations
Grown in popularity in last 10 years
*Authentic experience (culture)
*Undeveloped transport links
*Basic infrastructure, healthcare & education

Mature Destinations
Popular for 20+ years
Tourism has grown steadily
*Fully developed transport links & infrastructure
*Mass tourism, established season
*Economic reliance on tourism
*Conflict between locals and visitors

Destination Management
Range of organisations work together – benefits the destination, joint marketing & funding.
Government role in DM:
*Improving transports links & infrastructure
*Travel restrictions, security & safety measures
*Attracting & providing funding
*Ensuring sustainable tourism development
Partnerships in DM:
Public & private = hotels and local authority
Voluntary & private = promote/run events & get positive publicity in return
Public & voluntary = promote causes, raise awareness, educate & inform (eg sharing skills)